

FinStrategy

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Business idea

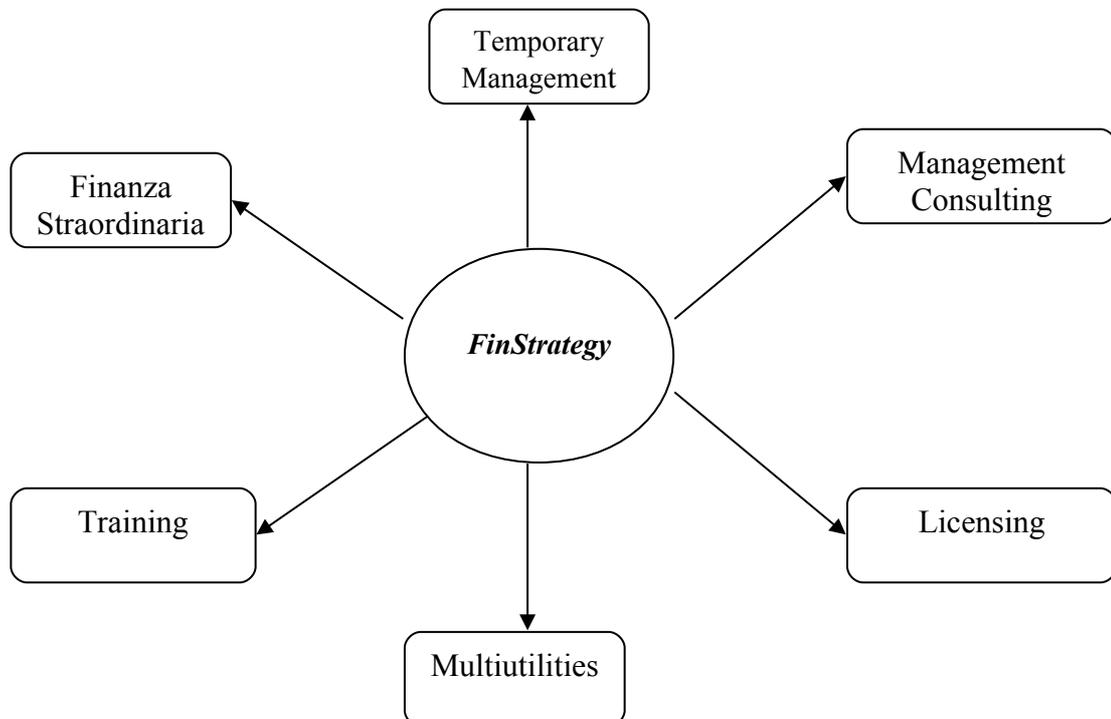
FinStrategy.Avi Srl is a consulting firm specialized in business services that supports owners, executives and managers in the operations of Merger & Acquisition, Corporate Finance and Licensing.

Founded in January 1999 on the idea of the founder Ariano Vittorio Iacopini, FinStrategy aims to create value for business ideas.

OUR MISSION

The mission of FinStrategy is to create and maintain value of the copanies by providing specific expertise gained in the field of Strategic Finance and Corporate Organization.

OUR SERVICES



FINANCE

FinStrategy provides assistance in operations of **Merger & Acquisition** working side by side with entrepreneurs, managers and administrators in the search for companies to acquire or sell enterprises, business units and/or development policies for corporate or under license. In particular, the Licensing activity is performed both in the field of Industrial Design and in Fashion.

Merger & Acquisition

The activity of Merger and Acquisition (M&A) is a consulting service that FinStrategy performs for enterprises and entrepreneurs, for the analysis and implementation of corporate finance transactions of the company.

Merger and Acquisition is the activity to follow and implement processes for external growth of businesses and to restructure corporate groups during the development process or in relation to changes in ownership. The economic and financial reasons that lead to M & A transactions are many and varied; in fact, it is increasingly necessary that businesses acquire the appropriate company size in order to increase their growth process and attract financial resources that enable it to seize the opportunities of the target market.

Indeed, within diversified Industrial Companies.

The intervention of FinStrategy support companies in the most delicate phases of their transformation, of their growth, and allows them to adapt to the needs of the market.

The M&A activity consists mainly in:

- looking for industrial or financial partners for the entrepreneur;
- acquisition of mandates aimed to the sale and / or purchase of companies;
- business valuations for operations as: acquisition/ sell of companies and/or shareholdings; capital increases; acquisition of new members (exchange of shares between industrial partners, etc); merger, even after the purchase of a company; establish ownership structure for generational transfers;
- definition of corporate structures and financial group.

FinStrategy, in the various sectors in which it operates, takes particular attention to the problems of family businesses, including those that are faced with the delicate moment of generational transition. In these contexts could be offered different operative instruments and FinStrategy collaborate in considering the optimal choice.

For instance, one of the classic operations of Corporate Finance able to give concrete answers to the demands of family businesses is the **Family Buy Out** (FBO); This tool provides for one or more members the organizational support and the capital needed to acquire the family business, buying the shares held by other family members who can not or do not want to be part of the business.

Licensing

The consulting services offered by FinStrategy includes the search and the identification of the brand and/or the designer most suitable for interpreting the business development program.

After a careful and thorough analysis, the industrial enterprise is assisted by FinStrategy in defining the potential of the Company in the product – style, market and sales force e technical and productive capacity, until the successful conclusion of the contract. FinStrategy, in fact, is specialized in managing projects that provide the definition of the license to use brands of designer labels both in the field of industrial design and fashion. The Licensing activity includes assistance both to industrial companies interested in acquiring a brand and / or designer labels, and to the maison that wants to license their own brand.

Through the license agreement, the holder of the trademark gives the licensee to a third party who can use the mark for the production and sale of specific products in a certain territory and through established distribution channels, for a fee that the licensee agrees to pay the licensor in the form of royalty and advertising contribution.

FinStrategy is particularly active in the field of Fashion, especially in Pret-a-Porter, Sportswear and accessories as shoes, small leather goods and bags . Assistance in favor of maison, companies owning brands and designers involves the research and the selection of the industrial or trader company appropriate to implement the project of brand communication.

The intervention of FinStrategy consists in performing the following operations :

- Search;
- Contact;
- Selection;
- Introducing potential partners;
- Assistance in negotiations;
- Assistance in contract phase;
- post-contractual assistance to the parties.

MANAGEMENT CONSULTING

Management Consulting is the service given to the **management** of an organization aimed to improve the organization of processes.

The activity of management consulting and organization always considers the company as a whole, places the specific problems in the context of the wide-ranging purpose (mission) and takes into account a proper use of resources in a dynamic perspective. consists mainly in the activities of **Scheduling, Financial Planning, Treasury Management** and actions in **Business Organization** both in the area of **Organizational Structures** and in development **Procedures** and **Business Information Systems**.

Management Consulting could be performed in a strategic or a tactical-operational level. It operates in one or more of the following phases: analysis of the situation, prospects, resources; design of the intervention that includes research of best practices related to the various business sectors; assistance in the phase of implementation of the program.

For instance, in the **Financial Planning** FinStrategy, through an analysis of the company's financial structure, is able to draw up a financial restructuring and to establish the mix of funding sources appropriate to meet the financial needs of the enterprise and to maintain a balanced financial management; in this contest, FinStrategy has acquired an expertise in

the area of facilitated finance and could operate drawing the practices for financial facilitation. For this purpose FinStrategy coordinates and collaborates with National Banks and Merchant Banks.

Another specialization concerns the management control with specific methodologies for the definition of systems of **Budget** and **Cost Centers**, creation of systems for monitoring and Corporate Dashboards, organization of **Industrial** and **Cost Accounting Systems**.

For this purpose FinStrategy coordinates and collaborates with a network of independent auditors, certification and consultancy specializing also in the implementation of information systems (ERP).

Operating modes of intervention:

- Analysis of the situation;
- Planning and budgeting intervention: research methodologies most suitable evaluation of the real prospects of success of the intervention;
- A clear quote, to discuss with the client along with the action plan;
- Realize intervention;
- Assistance in the implementation phase of the program.

TRAINING

FinStrategy works in the field of education by supporting companies that are specialized in making training courses and participating as teachers in training modules to qualified institutions; It is also able to design training interventions on behalf of companies and enterprises.

Projects for public utilities(MULTIUTILITIES)

The process of privatization of local public services in recent years have led companies in this sector to review their strategic objectives. After the privatization and transformation into multiservices and today the interests of these companies have turned to their core business first identifying their vocation in society "in house" and now competing on the open market.

In this field FinStrategy through projects of Corporate Strategy, is able to assist companies of Public Utilities operating in many fields.

With regard to issues related to multiutilities company is able to provide assistance and advice to the municipal administration for:

- examining the possibility of early redemption of the service;
- the drafting of proposals to the licensee;
- assistance in negotiations during the tender process;
- drafting patterns for deliberations of the City Council and the acts amending agreements with the concessionaire.

TEMPORARY MANAGEMENT

Over the years, FinStrategy has developed an intense activity of Temporary Management giving to companies highly qualified and motivated professionals to entrust the management of an enterprise or a part of it.

From this was born the need to promote the establishment of a company specializing exclusively in Temporary Management. Now this company has become a branch of FinStrategy as **FinStrategy Transition Manager**.

FinStrategy TM collaborate with experienced managers in different areas as Finance, Administration, Management Control, Organization and Human Resources, Production, Sales and Marketing. The FinStrategy manager is focused on the outcome, don't assumes ambiguous behavior and is aimed at achieving the objective set .

OUR GOALS

The ultimate goals that **FinStrategy** proposes are always linked to the creation of value for the company through the development of solutions to improve enterprise management:



Optimization of Corporate Resources

In order to be competitive, a company must meet in the best way to customers' requests: to do this it is necessary that the company itself is continually put into question, redefine goals and strategies based on the results achieved. The flexibility and the ability to provide answers in a short time, thus anticipating the initiatives of the competition, they become fundamental characteristics of FinStrategy



Efficient Return of the Invested Capital

Not only big companies but also SMEs have started to realize that the increase in profitability depends on a careful analysis of their financial statements. This gave rise to the need to redefine the business in a creative way by choosing and identifying priority areas on which to focus efforts and direct energy and resources.



Introduction of Innovative Organizational Models

The management of complexity is one of the most debated topics in the current business scenario. Under this new issue becomes important the request of a management capable of managing competitive areas increasingly large and diverse, able to govern, direct, guide, coordinate and control the internal and external resources and overseeing the critical factors of production processes, commercial, financial and management.



Merger & Acquisition

In a competitive business environment, business development is increasingly being pursued through external growth processes, which result in the acquisition / sale of companies / business units, mergers. FinStrategy provides professional and comprehensive assistance during all phases of the operation, in order to optimize the efficiency and effectiveness of the process of M & A. looking for industrial or financial partners for the entrepreneur.



Licensing

Currently the world market calls for quality and innovation, invest wisely on the market can get concrete answers. The licensing is a viable business development opportunities through the use of licensed prestigious brands in the fashion industry. FinStrategy provides consulting in project management, including the definition of license agreements for use of brand names and designer labels from the research and identification of the brand and / or designer is more likely to interpret the business development program.



Training

In the reality of small businesses is vital to have the properly trained human resources who have the motivation, the attitude to the responsibilities and the right skills to cope with the rapid changes that are in the way of producing and selling goods and services.

To adapt human resources to market trends the way to go for businesses, from large to small ones, from industry to banks, is to look at a strategic training and consulting business. Through educational programs businesses they have the opportunity to differentiate themselves from their competitors and above all have the opportunity to redefine professionalism in the company acting with customized solutions.



Multiutilities

The process of privatization of local public services in recent years have led companies in this sector to review their strategic objectives. After the privatization and transformation into multiservice now the interests of these companies have turned to their core business first identifying their vocation in society "in house" and now competing on the open market. In this context FinStrategy is able to assist, through projects of Corporate Strategy, Public Utility companies operating in the fields of urban sanitation, distribution and sale of gas, the management of local public management of Green Public Management, Public Lighting, Management workshops and fleet management services, cemetery and roads maintenance.